

ORDER



| | | |
|---------------|----------------------|--------------------------------|
| Orders | Order / Rev: | 217730 |
| | Alt Order #: | 06867970 |
| | Product Desc: | 10/29-11/5 NATIONAL RIFLE ASSN |
| | Estimate: | 3474 |
| | Flight Dates: | 10/29/12 - 11/05/12 |
| | Original Date / Rev: | 10/25/12 / 10/25/12 |
| | Order Type: | REG |

WVBT

| | |
|---------------|--------------------|
| Primary AE: | Petry Philadelphia |
| Sales Office: | P-PHI |
| Sales Region: | Nat |

| | | |
|--------|------------------|---------------------------------|
| Agency | Name: | American Media & Advocacy Group |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 815 Slaters Lane |
| | | Alexandria, VA 22314 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|--------------------------------|
| Advertiser | Name: | POL/National Rifle Association |
| | Demographic: | A35+ |
| | Product Codes: | PL2 |
| | Priority: | P1 |
| | Revenue Codes: | AGY, POL, POL-ISS |

| | |
|-------------------------|-----------------|
| New Business Thru: | |
| Order Separation: | 00:15:00 |
| Advertiser External ID: | |
| Agency External ID: | IN16043/SP10305 |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/04/12 | 5 | \$24,500.00 | \$20,825.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|--------------------|--------------------|-------------|
| November 2012 | 5 | \$24,500.00 | \$20,825.00 | 0.00 |
| Totals | 5 | \$24,500.00 | \$20,825.00 | 0.00 |

Account Executives

| | | | | |
|--------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| WVBT | 32% | \$24,500.00 |
| Market | 100% | \$76,562.50 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WAVY | 36% | \$27,562.50 |
| WGNT | 3% | \$2,296.88 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 24% | \$18,375.00 |
| WTVZ | 0% | \$0.00 |
| WVEC | 5% | \$3,828.12 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------|------|-------------------|-----------------|--|-------|--------------------|------------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| E 1 | WVBT | 10/29/12 | 10/29/12 | World Series World Series | CM | World Series | M- - - - - | :30 | 1 | \$10,000.00 | P1 | 0.00 | NM | 1 | \$10,000.00 |
| WORLD SERIES 174 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | M- - - - - | | 1 | | | | \$10,000.00 | | 0.00 | | | |
| E 2 | WVBT | 11/03/12 | 11/03/12 | Late News (After Sports) Late News (after Sports) | CM | Late News (after S | - - - - S- | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |

Order / Rev: 217730
 Alt Order #: 06867970
 Flight Dates: 10/29/12 - 11/05/12

Advertiser: POL/National Rifle Association
 Product Desc: 10/29-11/5 NATIONAL RIFLE ASSN
 Estimate: 3474

WVBT

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------|------|-------------------|-----------------|--------------------|-------|-------------------|--------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| WVBT NWS post CLG FTBL 231 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$1,500.00 | | 0.00 | | | |
| E 3 | WVBT | 11/04/12 | 11/04/12 | Fox NFL Pre Game | CM | Fox NFL Pre Gam | -----S | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| | | | | Fox NFL Pre Game | | | | | | | | | | | |
| FOX PREGAME to REDSKINS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| E 4 | WVBT | 11/04/12 | 11/04/12 | Fox NFL Post Game | CM | Fox NFL Post Gam | -----S | :30 | 1 | \$10,000.00 | P1 | 0.00 | NM | 1 | \$10,000.00 |
| | | | | Fox NFL Post Game | | | | | | | | | | | |
| FOX REDSKINS POST GAME | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$10,000.00 | | 0.00 | | | |
| E 5 | WVBT | 11/04/12 | 11/04/12 | Su 1045-11p | CM | 1045-11p | -----S | :30 | 1 | \$1,000.00 | P1 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Fox Sportswrap Sun | | | | | | | | | | | |
| SPORTSWRAPWKND 229 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 5 | \$24,500.00 |